

E-mail from the California Product Stewardship Council

From: Heidi Sanborn

Sent: Tuesday, September 24, 2013 8:20 AM

To: 'Bob Peoples'; Kimbra Andrews

Subject: RE: Information on Webinar/ Conference Call for Sept. 24, 2013, on the Updating of the CA Carpet Stewardship Plan

Hi Bob,

Thanks for putting this all together. I looked through this and will try to be on the call today while here in St. Paul, but a couple of things that jumped out at me:

- 1) One person to be in CA is just not enough and I think after how this program has gone and all the catch-up that needs to be done, this will be raised as an issue
- 2) Why are more rural counties not being added in year two? I know of many local elected that have commented that they are upset the public has to pay the fee and has no benefit and they even mentioned filing complaints under prop 26 as this is a tax. Is RCRC ok with this schedule? When will all counties get the program?
- 3) Existing \$5 million for all of CA is not enough and if recyclers cannot get enough carpet, which is what we are hearing, there needs to be faster roll-out of the program to every county with subsidized transportation
- 4) We would love to see more details on the research projects
- 5) What will be the new recycling target for 2020?
- 6) What does "renewed focus" on education of all stakeholders mean? We need a public education campaign that is simple, clear and works at helping consumers make better choices on what they purchase as being recyclable and to ask that their carpet be recycled. A good PR firm in CA could be employed to develop a messaging campaign that will work and then implement it. They are not cheap to do and at least a million the first year would need to be put towards the campaign for a state of our size....

In short, the outline is general and we would need more details to provide more thoughtful feedback. Maybe the details will be on the slides?

Thanks!

Kimbra – you will be on the line for sure right?